



Pragmatics Supports Federal Agency in Innovation of Job Recruitment Website

THE CLIENT ENTERPRISE ENVIRONMENT:

A major federal government agency ensures national banks and federal savings associations operate in a safe and sound manner, provide fair access to financial services, treat customers fairly, and comply with applicable laws and regulations as the primary mission of ensuring a stable and competitive national system of banks and savings associations. In that role, the agency charters, regulates, and supervises all national banks and federal savings associations; it also supervises the federal branches and agencies of foreign banks.

THE CHALLENGE:

As the agency workforce ages, it is important to recruit the next generation of financial and regulatory professionals. However, the federal government is not always seen as an exciting place to work, especially for young people graduating from college. This results in difficulty recruiting fresh talent with the latest skills. The agency therefore partnered with Pragmatics to more innovatively present job recruitment information on a new sub-website.

Pragmatics leveraged knowledge of the agency's existing website design to transform features and capabilities, enhancing the look and feel of the website content and giving the users the ability to more easily access, find, and use specific information about the agency, its employees, and the website. The innovations enable job seekers to obtain pertinent information about careers with the agency, current open positions, work locations, recruiting events, salaries, and more. The redesign was based on a "mobile first" approach, incorporating changes that ensure device independence, a critical consideration since the primary audience for this site is those graduates searching for jobs, who increasingly use mobile platforms exclusively.

THE RESULTING BUSINESS IMPACT:

- The innovations Pragmatics implemented extend the usability of the website, and Pragmatics will continue to enhance and expand capabilities ongoing.
- Job seekers/potential employees can more easily locate the information that is relevant to them via mobile devices.
- Pragmatics used Web 2.0 technologies to give users the ability to explore agency office locations, career events, job listings, and more via an interactive Google map.
- The technologies used to implement the innovations to the website could easily be repurposed and used by other federal agencies to attract recent college graduates for employment.
- Agencies that are self-funded and dependent on user fees for online services and products can also benefit by improving their mobile customers' user experiences.

OVERVIEW

- FEDERAL GOVERNMENT AGENCY ENSURES NATIONAL BANKS AND FEDERAL SAVINGS ASSOCIATIONS COMPLY WITH APPLICABLE LAWS AND REGULATIONS.
- AS AGENCY WORKFORCE AGES, IT IS IMPORTANT TO RECRUIT THE NEXT GENERATION OF FINANCIAL AND REGULATORY PROFESSIONALS, CREATING THE NEED FOR PRESENTING A POSITIVE, EXCITING IMAGE TO ATTRACT YOUNG PEOPLE GRADUATING FROM COLLEGE.
- PRAGMATICS PARTNERED WITH THE AGENCY TO REDESIGN THE WEBSITE BASED ON A "MOBILE FIRST" APPROACH TO ENSURE DEVICE INDEPENDENCE. SITE NOW OFFERS ENHANCED LOOK AND FEEL AND GIVES USERS THE ABILITY TO MORE EASILY FIND, ACCESS, AND USE AGENCY-SPECIFIC INFORMATION.
- TECHNOLOGIES USED TO IMPLEMENT INNOVATIONS CAN BE USED BY OTHER FEDERAL AGENCIES TO ATTRACT RECENT COLLEGE GRADUATES.

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